



Certified Consumer Behavior
Analyst
VS-1200

Vskills Certifications

Vskills Brochure



Skills for a secure future

Certified Consumer Behavior Analyst

Certification Code VS-1200

Vskills certification for Consumer Behavior Analyst assesses the candidate as per the company's need for analyzing consumer behavior for marketing or sales of their products or services. The certification tests the candidates on various areas in consumer behavior basics, market segmentation, consumer perception, learning, attitudes, communication and personality of consumer, consumer in social settings, opinion leadership, decision making process, industrial buying behavior and online consumer behavior.

Why should one take this certification?

This Course is intended for professionals and graduates wanting to excel in their chosen areas. It is also well suited for those who are already working and would like to take certification for further career progression.

Earning Vskills Consumer Behavior Analyst Certification can help candidate differentiate in today's competitive job market, broaden their employment opportunities by displaying their advanced skills, and result in higher earning potential.

Who will benefit from taking this certification?

Job seekers looking to find employment in Marketing or Sales departments of various companies, students generally wanting to improve their skill set and make their CV stronger and existing employees looking for a better role can prove their employers the value of their skills through this certification.

Test Details

- **Duration:** 60 minutes
- **No. of questions:** 50
- **Maximum marks:** 50, Passing marks: 25 (50%)

There is no negative marking in this module.

Fee Structure

Rs. 3,499/- (Excludes taxes)*

*Fees may change without prior notice, please refer <http://www.vskills.in> for updated fees

Companies that hire Vskills Consumer Behavior Analyst

Consumer Behavior Analysts are in great demand. Companies specializing in Marketing or Sales or Consumer Research are constantly hiring skilled consumer behavior analysts. Various public and private companies also need consumer behavior analysts for their Marketing or Sales departments.

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Sample Questions

1. The purchase decision and consumption process always occur in the context of _____.

- A. others
- B. a specific situation
- C. marketing communications
- D. an extended decision-making process

2. To understand a consumer's behavior, we must know about the _____.

- A. consumer
- B. situation
- C. stimulus object
- D. All of the above

3. All those factors particular to a time and place that do not follow from knowledge of the stable attributes of the consumer and the stimulus and that have an effect on current behavior are known as _____.

- A. situational influence
- B. motivators
- C. consumption triggers
- D. consumption influencers

4. Which of the following also includes a situation-specific component?

- A. personality
- B. self-concept
- C. involvement
- D. demographics

5. Which of the following is a situation in which consumer behavior occurs?

- A. communications situation
- B. purchase situation
- C. usage situation
- D. All of the above

Answers: 1 (B), 2 (D), 3 (A), 4 (C), 5 (D)

Certifications

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- Certified Tally 9.0 Professional
- Certified Treasury Market Professional
- Certified Wealth Manager

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- Certified Hadoop and Mapreduce Professional

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- Certified Cloud Computing Professional

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- Certified Interior Designer

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- Certified Inbound Marketing Professional
- Certified Digital Marketing Master

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